Raise Your Standards: Entrust Your Next Project to MVP

Tekran smoothly transitioned to its new brand identity through MVP's integrated approach to marketing communications consulting, competitive research and creative execution. Leveraging our more than 20 years of marketing know-how and award-winning creativity in assisting national brand consumer, industrial and technology firms achieve their business and marketing objectives, MVP helped Tekran complete the total package—45 separate projects—in just 60 days.

Results that Speak for Themselves

"MVP's Tekran brand identity, Web site, brochures and advertising have really paid off. Our new look and messaging are helping us take on the billion dollar competitors in a way we could have only dreamed of. And to think we accomplished all this in 60 days."

Greg Muldrew, Director of Marketing
Tekran Instruments Corporation
Knoxville, Tennessee

Contact Us Today

We invite you to visit our Web site to review the results we've achieved for clients in many other industries. MVP looks forward to gaining a personalized understanding of your business challenges and helping your brand identity, marketing communications and advertising measure up.

Please contact Dick Weinrib, President, (dick@mvpdesign.com) for more information.

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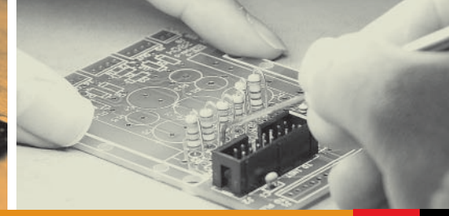
Advertising
As power plant managers refer to the Tekran CEMS instrument package as "The Box," MVP leveraged this jargon to create a "Think Inside the Box" ad campaign. Linked to the company's Web site and timed to break just before the first and most important trade show of the year, the ad drew numerous requests for additional information and sales presentations.

Banner Ad
Appearing in Power Magazine's semi-monthly PowerNews e-newsletter, the Tekran banner ad led thousands of recipients to visit Tekran's Web site each time it was broadcast.

Integrated Mercury Compliance Seminar Campaign
With a requirement to fill over 30 national mercury monitoring compliance seminars, MVP created an interrelated e-marketing campaign consisting of multiple waves of HTML emails linked to a special Tekran landing page Web site and a direct mail postcard campaign (see below). The series resulted in a record number of seminar sign-ups.

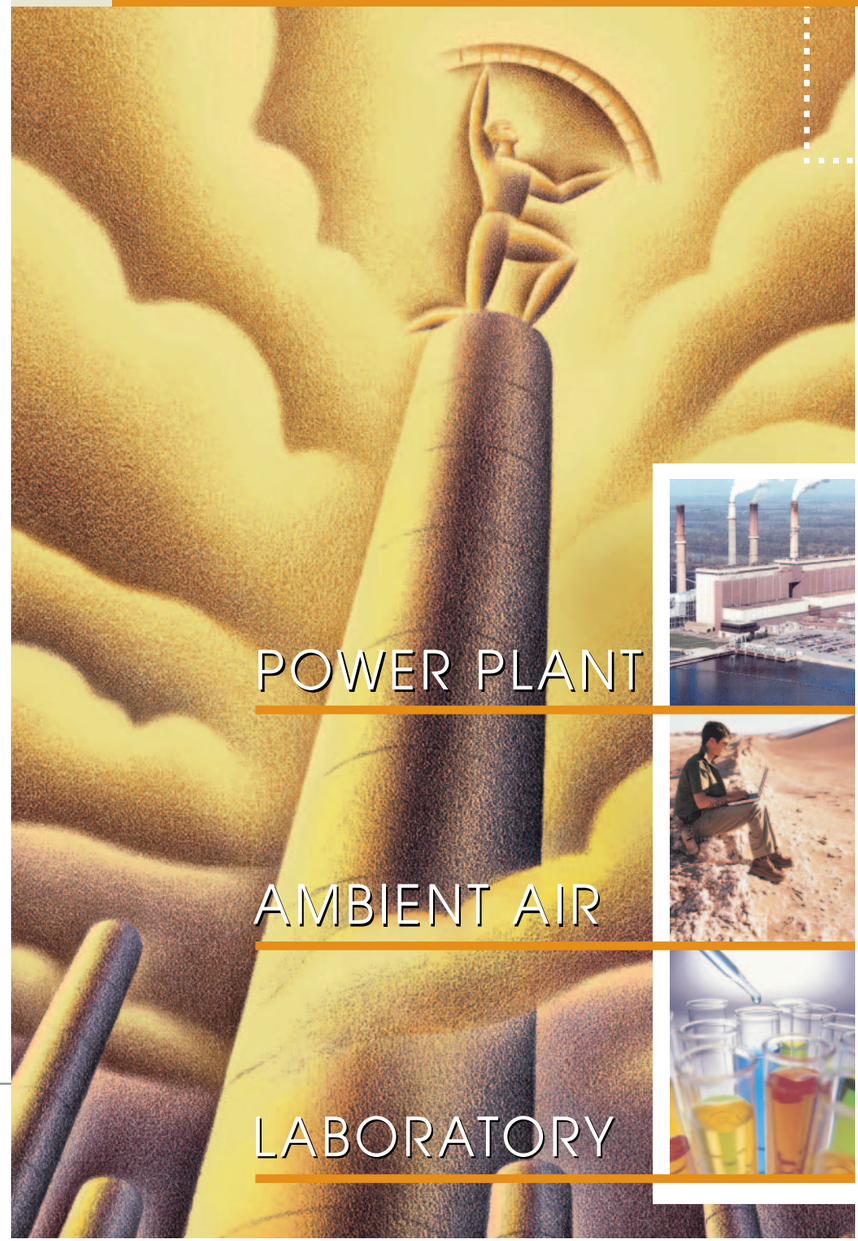
Direct Mail
The engaging and successful direct mail postcard shown above urges undecided power plant managers to sign up for one of Tekran's informative mercury monitoring seminars. The card depicts a confident executive who has just made his plant EPA-compliant while the undecided observe from the sidelines as the "Countdown to Compliance" (clock face) ticks ominously toward the impending deadline.

MVP
MARKETING + DESIGN
branding is invaluable℠



BRAND revitalization

TEKRAN INSTRUMENTS CORPORATION - CASE STUDY



MVP Helps Tekran Set the Standard

Following the EPA's issuance of the 2005 Clean Air Mercury Rule (CAMR), Knoxville-based Tekran Instruments Corporation, the pioneer and leader in ultra-trace mercury monitoring, faced a serious competitive threat. Industry giants General Electric and Thermo Electron challenged Tekran to defend its role as the leading provider of mercury monitoring equipment for the coal fired utilities industry. Facing critical industry trade shows during the first half of 2006, a looming government deadline and hundreds of millions of sales dollars at stake, Tekran turned to MVP Marketing + Design.

What's remarkable isn't that we regenerated a brand—it's how we did it.

Acting as a marketing communications partner, we compressed traditional timeframes and redefined Tekran's brand in little more than 30 days. Then, in the next two months, we followed up with 40 additional projects ranging from a Web site and marketing collateral to a tradeshow display and advertising. Successfully integrating three disparate mercury measurement business units (Utilities, Ambient Air and Laboratory), our marketing and creative contributions enabled Tekran to authentically claim "We are the standard." The result: not only did Tekran achieve record tradeshow and seminar attendance, but it vastly increased Web site traffic and requests for proposals. Discover the many ways we deliver exceptional marketing communications solutions for exceptional clients.

Brand Strategy

MVP addressed five **BRAND ARCHITECTURE** elements to help Tekran Instruments Corporation jumpstart its new branding initiative and achieve measurable results:

1) The ***Brand Essence*** — distilling the brand's intrinsic characteristics into a core concept
2) The ***Brand Promise*** — defining the user's brand expectations and how the brand motivates, differentiates and solves the user's problems
3) The ***Brand Vision*** — anticipating how mercury monitoring industry professionals should perceive the company in the future
4) The ***Brand Positioning*** — characterizing the way in which the brand fulfills the needs of the specific market niche it occupies in the competitive environment
5) The ***Brand Footprints*** — describing what the Tekran Instruments brand means and how it performs in its intended target markets

In the case of the brand promise, MVP coined the statement "Where Measurement Begins" to signify Tekran's pioneering role in the Continuous Emissions Mercury Monitoring (CEMS) industry and to carry the brand well beyond "mercury" measurement. This intuitive expression is not only associated with the company's logo and sales literature but is also reflected in the artistic depiction of smokestacks encircled by 360° imagery.

To analyze Tekran's visual brand attributes, MVP employed a customized marketing research methodology. We ascertained perceptions of Tekran's brand through such antipodes as: Masculine↔Feminine, Traditional↔Modern, Earthen↔Metallic, and Evolutionary↔Revolutionary. Enlightened by a clear understanding of our client's brand values and the essence of their target audience, we generated a unified marketing communications system, including content development. All media—print and interactive—share a common identity and reinforce Tekran Instruments' role as a pioneer, founder and industry leader.

ABCDabcd...
ABCDabcd...
ADOBE GARAMOND FAMILY

ABCDabcd...
ABCDabcd...
ABCDabcd...
HELVETICA NUEU FAMILY

TEKRAN®
VENUS RISING
Altered and stylized

Typography
A mix of sans-serif and serif type fonts is contemporary, legible and showcases Tekran's high-tech look.

Tekran Instruments Corporation

Original logo introduced in the late '80s.

Brand Image Development
As the leading provider of field tested, field proven mercury monitoring equipment, Tekran required a brand identity that would encompass its multifaceted business: coal fired utilities, ambient air and laboratory mercury monitoring. MVP surveyed the marketplace to discover what brand elements were best associated with the company. Preliminary sketches were then shown to Tekran for feedback prior to the final design.

TEKRAN Instruments Corporation

TEKRAN Instruments Corporation

Preliminary logo concepts prior to final design.

TEKRAN® Instruments Corporation a TSI company

The circular symbol above the word "Tekran" is consistent with the atomic sign for mercury but is transected by a semi-opaque grid emblematic of measurement and purification. The word "Tekran" is depicted in eye catching red while the prominent reversed out tagline establishes the company's heritage.

What's in a brand?
"Where Measurement Begins" signifies that Tekran has set its sights on a wide range of hazardous material applications well beyond mercury.

Sales Literature
*Multiple mercury measurement brochures—**Capabilities, Continuous Emission Mercury Monitoring, Ambient Air and Laboratory**—successfully integrate Tekran's related but distinct business units and elevate the client's brand image. The meticulously written and designed brochures effectively communicate complex technical information and feature a trademark four-color signature, stylized photography and customized illustrations.*

Web Site
Visit the site at www.tekran.com
Rewriting, designing and programming Tekran's online identity in record time was essential to company success. With smooth navigation to clearly marked objectives and a content management system designed to facilitate client changes, the site beckons visitors to seek information on company products through easy-to-access fact sheets and case histories. To motivate customer interest, the site includes a Flash multimedia presentation entitled "Countdown to (EPA) Compliance" while an online Parts Store provides added customer convenience.

Tekran's cofounders and mercury monitoring pioneers were featured in key communications.

Trade Show Display
This attractive, portable and flexible exhibit can accommodate booths ranging in size from 10 to 20 feet in width. The easily interchangeable panels enable Tekran staff to make adjustments for all three of their markets: CEMS, Ambient Air and Laboratory.

Pantone 280 — CMYK Gold
Pantone 1807 — CMYK Green

Color Palette
A distinctive, flexible and memorable color palette, consisting of a blue vertical element surmounted by a distinctive grid, is applied to all communications. This notable effect differentiates Tekran from its competitors and unifies printed and interactive materials alike.

Stationery Design
Complementary letterhead, envelopes, business cards and notepads portray Tekran's industry leading status.